

ACTION PLAN

FT. MONROE AUTO CRAFT SHOP

February 2003

Goal 1: INCREASE CUSTOMER SATISFACTION/CUSTOMER BASE

STRATEGY: improve overall operational procedures

LONG TERM OBJECTIVES: Keep existing rates and pricing matrix stabilized

SHORT TERM OBJECTIVES:

1. More effective scheduling
2. Quicker, more accurate diagnosis
3. Increased communication between shop personnel and customer

GOAL 2 INCREASE CUSTOMER PARTICIPATION

STRATEGY: Encourage self-help customers to do more of their own repairs

LONG TERM OBJECTIVE: more utilization of the facility

SHORT TERM GOALS:

1. OFFER ON THE SPOT TRAINING FOR ANY SPECIFIC OPERATION
2. Encourage more usage of the ALLDATA automotive information system
3. Make the ALLDATA system more readily available to patrons

GOAL 3: To keep the NIBD above budgeted goals.

STRATEGY: Keep expenses down and profit up

LONG TERM OBJECTIVE: increase Profitability

SHORT TERM GOALS:

1. Buy parts at the lowest possible price without sacrificing quality
2. Do the job right the first time
3. Decrease vehicle down time due to parts availability

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